

Abstract

The aim of the bachelor's thesis *The activity of journalist on social networks Facebook and Twitter* is to cover the phenomenon of social networks in the environment of journalism. Because of the boom of new media within the internet I focus not only on the digitalization of traditional media but on the way how the new and traditional media step in the social networks and how journalists participate in sharing of the media content on their own personal social network accounts as well. In the thesis I am dealing specifically with Facebook and Twitter, mainly because of their stable position and popularity among Czech users. I emphasize the rate of journalists' activity considering social networks within their work and also the way they use social networks for their profession. The definitions of the new media and the impact of digitalization on media, their production and the change of communication with the recipients are used as a theoretical background. The theoretical part also contains the definition of Facebook and Twitter. In the end of my work I examine through a questionnaire and thematic analysis what the real journalist experience looks like and what the range of their activity on social networks is. I compare the data with theoretical knowledge.